

Export Opportunities

Food Preparations



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2/24/19

Ref 1 Q1/2019

1. Summary of product and market identification

Product identified	Food Preparations
Criteria for identification	<i>ITC Export Potential Map</i>
Benefit to the exporter from Dubai	<i>Companies can broaden the supply capacity and diversify products</i>
Economic impact	<i>Economic sustainability</i>
Actual Export	<i>377.1 Mn US\$</i>
Untapped potential	<i>282.0 Mn US\$</i>
Number of high potential markets	<i>15 One market ,Singapore ,has FTA wiht GCC countries</i>

2. Preamble

- *Export Potential Map by ITC is used to identify products with a significant absolute difference between potential and actual exports in value terms, leaving room to realize additional exports*
- *Further ,the top 10 potential markets for the promising product are identified*

3. Product Selection Criteria

- *Out of the top 20 products with export potential from UAE, the following criteria have been used to select a product:*
- *-The product is exported by a larger number of exporters*
- *-Producers are SME's who need a assistance to find markets(Products by larger companies who have their own marketing network are excluded)*
- *-There is good absolute difference between potential and actual export to realize additional exports*

4. Market Selection Criteria

- *Top 15 potential markets are identified for exploring by UAE exporters, showing the untapped potential for each market*

5. Selected product

- *Food preparation is one of the top 20 product with potential to exports from UAE according to ITC export potential map criteria*
- *The Food Preparations potential is as below:*

210690 Food preparations, .

Export potential\$533.9 mn

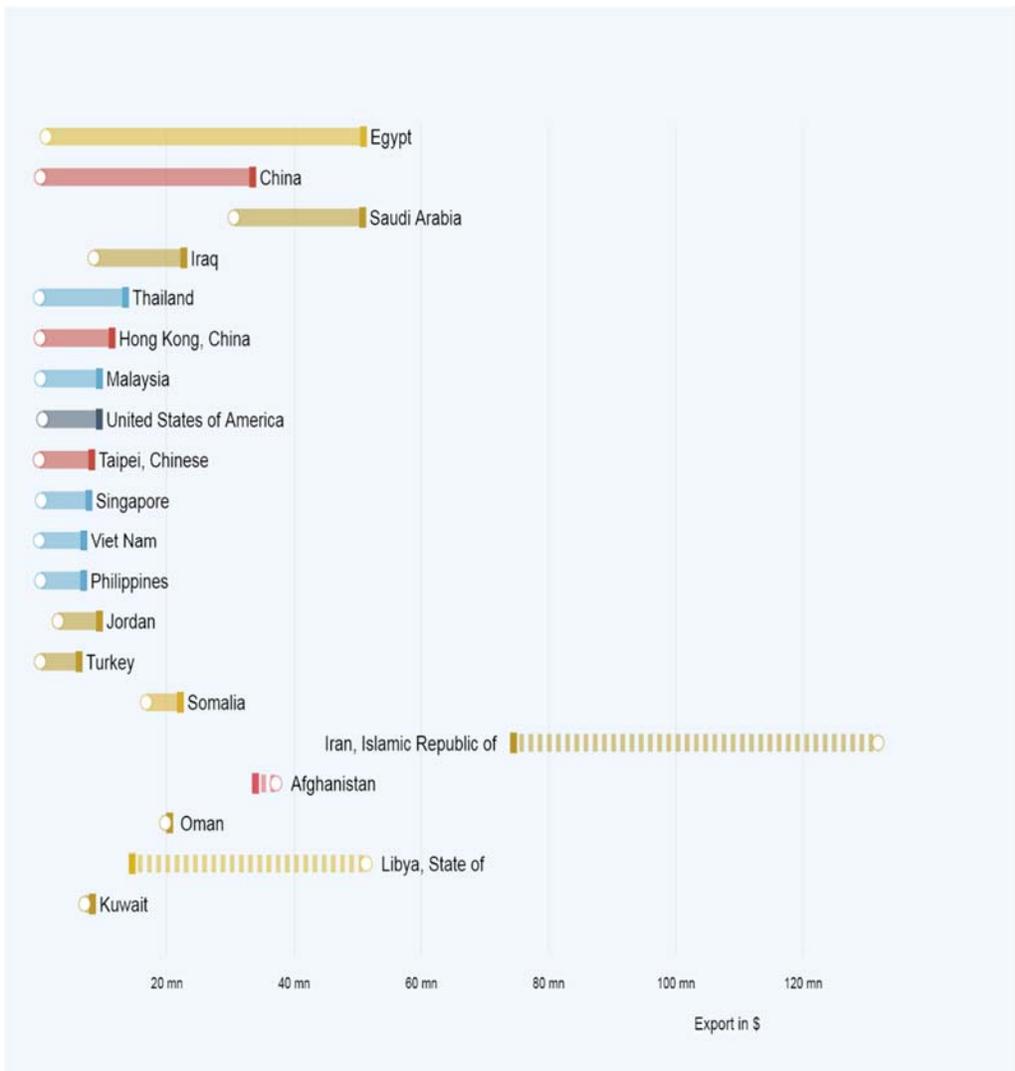
Actual exports\$377.1 mn

Untapped potential remaining in individual countries **\$282.0 mn**

Markets

- *15 markets are identified as potential markets for Food Preparations , mostly in the Middle East ,Asia and Africa.*
- *Egypt ,China ,KSA are by far the leading ones*
- *Singapore with which GCC countries havre an FTA ranks #10*
- *Vietnam, to which Dubai Export organized trade missions and events ranks #11*

Markets with potential for United Arab Emirates's exports of Food preparations, .



- Legend
- Export potential
 - Actual exports
 - Potential to actual exports gap
 - Middle East
 - North Africa
 - East Asia
 - ASEAN
 - South Asia
 - East Africa
 - North America

ITC Export Potential Map
<http://exportpotential.intracen.org>